

# Blooming Entrepreneurs

The 3rd APK Expo was held between 6 -11 October 2010 near the Chancellor Hall. The expo was conducted in conjunction with the UMS 12th Convocation 2010. Students from the science stream were involved in the expo, the purpose of which is to provide students with practical experience in setting up a business of their own as well as experiencing the process of marketing their own products. The canopies for this expo were sponsored by the Centre for Entrepreneurial Research and Development, UMS whereas, the rest of the financing was provided by PPIB. About 1200 students took part in the expo. Students utilized their creativity to produce unique products to sell during the expo. The products sold during the expo included handicrafts, decorations, t-shirts, bags, bonsai, food and beverages. Other activities involving games and services such as henna tattooing were also provided. Some students used recyclable items such as magazines and newspapers to make saleable items. Overall, visitors responded positively to the expo, while the students gained valuable experience in business management and marketing.

*Contributed by*

*Adeline Tam Yin Ling*

